In his address to the editors of In diana, at their recent meeting at Fort Wayne, Col. Pierce of Chicago, presented the following thoughts with reference to advertising which are worth remembering. He said:

"And in presenting a beautiful sheet typographically, one should remember the advertiser as well as the readers. A man likes to have his advertisement pleasing to look upon, catching the eye and indicative genbe impressed with the desirability of keeping their wares before the public.

wer o

and

sum.

A man never realizes the full benehundredth is worth more than five hundred times as much as the first. Some one has said that the

First time a man looks at an ad vertisement he does not see it. The second time he does not notice

The third third time he is dimly conscious of it.

The fourth time he faintly remem bers something of the kind before. The fifth time he half reads it. The sixth time he turns up his nose

The seventh time he throws the

paper down impatiently. The eighth time he ejaculates: "There's the confounded thing

The ninth time he wonders if there is anything in it. The tenth time he thinks it might

possibly suit somebody else's case. The eleventh time he thinks he will ask his neighbor if he has tried it, or knows anything about it.

The twelfth time he wonders if the advertiser can make it pay. The thirteenth time he rather thinks

it must be a good thing. The fourteenth time he happens to

think it is just the thing he wanted. The fifteenth time he for a long times resolves to try it as soon as he can afford it.

The sixteenth time he examines the address carefully and makes a memorandum of it.

The seventeenth time he is tantalized to think he is hardly able to afford it.

The eighteenth time he sees how much in need he is of that particular

have left if he bought it.

The twentieth time he rushes frantically forth and buys it.

The Widow.

The feminine mind is often not a little puzzled to understand why the fascinations of a widow are so much more potent than those of a single woman; the tongues of men and angels more than the rest of us? Is she better bred? Does she flatter with more skill, or dress with more effect? Is she prettier? they ask, perhaps. Is it the jointure left by her Marquis of On the o dorsed by a lord of creation. Or is it the shadow of an early grief that attracts, or the exhibition of a most beautiful resignation? In the young girl's estimation the suttee was about the right kind of a widow. Ought not the only flame left for her be that of the funeral pyre? And is not there 100,000 prayers uttered elsewhere." something ungenerous, she asks, in a world where husbands are scarce, for a woman to appropriate more than one? Is it not a kind of denial of immortality? But the young girl is told that these are the fine-spun feelings of a sentimentalist, that the widow does right to live in the world, and not, like Old Morality, among graves. Very possibly she may not wish to marry again but she may not have buried all her little vanities, her love of admiration, her interest in human kind, especially mankind, in the grave with her husband. Is it her fault if men prefer her society? Perhaps it is her very indifference, having pleased one man, whether others are pleased or not, that is irresistable, or the confidence which that fact gives. Perhaps these over somebody else's shoulder; because tobacco smoke does not affect her; because she is not afraid to show her interest; because, knowing their weakness, she yet likes their society; because her unprotected position and her becoming weeds appeal to the manly heart; or because she has learned tact in the scrimmage with her husband's relations. Perhaps, through experience has made her more intermuch as it needs single women and

ed people, to give spice and va-o life, and it would be a thousies if the Hindoo custom were number given above.

to come into vogue in our day, and deprive some of us of a grievance .- Har per's Bazaar.

The Art of Advertising.

Newark Advertiser The newspaper has become the legitimate inheritor of the patronage of advertisers. It offers advantages that no other vihicle possesses and it:0 less than most others. It cannot assumed that the advertising pages of a paper are as carefully read as the erally of the advertiser. This class of news portions, but it has gradually patrons are so important to success educated the reader to look for what that they should receive every encour- he or she wants in the advertising agement. Particularly should they columns, and those who read the paper quietly at home are far more inclined to go over their wants and look where to supply them, than the man in the fits of advertising until he has placed street who is probably thinking more the matter before the same people of selling his own goods than of buyfifty or a hundred times. The first ing his neighbor's. Then the scope advertisement is good, but the one of this method of advertising is almost endless. It takes a business card or or a two line notice, or it may cover an entire page and there is a chance for a literary display. Many large business houses keep a gentleman of education and skill in literary matters, to superintend this department of their business, and it is wonderful how much he finds to say on what would seem to be a hackneyed subject. Indeed, the art of advertising is to be always fresh and new, to be short, yet clear and concise, to be humorous when humor will tell, but to be plain and direct. The nearer an advertisement harmonized with the general style and drift of the paper the more likely it is to be read and make an impression.

The Pilgrimage to Mecca. New Orleans Times-Democrat.

In view of the fact that the French government is actually considering the expediency of jointly occupying the Holy City of Mecca with other civilized powers, in the hope of so controlling the yearly pilgrimages thither, as to prevent the endengering and spread of cholera epidemics, it will be interesting to note a few facts connected with this pilgrimates which afford evidence of how closely the custum is connected with the very basis of Moslem faith. This pilgrimage belongs to the class of Ferd or divine ordinances obligatory upon every Mohammedan ence during life. None of ether sex are exempted, unless by reason of extraordinary poverty; even a blind man is bound if he has means to hire a guide to carry him to the Kaaba. No woman is ex- dye warranted true to name and sample. empted unless she cannot find a man The nineteenth time he counts his to accompany her; but this difficulty money to see how much he would can always be obviated with the aid of money. Nevertheless the expenses of the pilgrimage is considerable.

—especially for Mohammedans living in India, Central Asia or other remote countries-for each one must take with him not only sufficient means for his journey, but also something for charity; and moreover he must before his departure, leave his family that the Meslem doctors at one time all to death who refrained from per-

journey:

"Whosoever entereth Mecca shall depart therefrom pure as a newborn child."

"One prayer at Mecca is worth "One day of fast at Mecca shall be held worth a fast of 100,000 days elsewhere."

"One almsgiving at Mecca to the amount of one dirhem shall be recorded in heaven as equal to an alms ef 100,000 dirhems.

"And each single good action there performed shall be held equal to 100,-000 good deeds wrought elsewhere."

"He that shall endure the heat of Mecca,-hell shall be removed from him to the distance of 200 years journey; and heaven brought nearer to him by 200 years journey."

"The Lord looks down once every night upon the world; --- the first city that he sees is Mecca, the first people it is because she never preaches to He beholds are those who are praying therein."

"All who perform the Thawaf (the Three Visits) shall be delivered from the pains of hell."

-Secretary Kennedy of the Texas State grange in session at Dallas, this week reports the membership of the having loved and lost, she has touched Patrons of Husbandry in this state, a wider gamut of emotions, and her 11,000. In 1875 the membership was 40,000. In 1879 this had dwinesting than the callow girl. Doubt- dled to 4,352. Dissolution seemed less society needs widows; just as imminent for a time, but for two years past, interest has been reviving and man. the membership has increased to the

The sick, worn and dejected should read the dvertisement of COLDEN's LIQUID HEEF TONIC.

We known that brothers should be polite and chaste in the presence their sweet-hearts.

When you visit or leave New York City, save baggage, expressage and earriage hire, and stop at Ghand Union Hotel, opposite Grand Central depot, 630 elegant rooms, fitted up at a cost of \$1,000,000, reduced to \$1 and upwards per day. European plan. Elevator. Restaurant supplied with the best, Horse cars, stages and clevated railroads to all depots. Families can live better for less money at the Ghand Union Hotel than at any other firs'-class ho in the city.

We know that there are entirely too many idle boys around for the peace of the community.

Patterson's Peach Stone Lintment should have a clace in every house, says the eminent divine.

We know that the dog which chased us about three blocks the other night, must have meant business.

Patterson's Peach Stone Liniment kills screw worms, bed bugs, and all kinds of Insects—the ver-dict of the Cattle King and wife of the aforesaid.

We know that the person who attends to his own business, rarely ever has time to attend to any one else's. All hall the power of Peach Stone Liniment, the King destroyer of all rheumatic pains.

We know that that this is sufficient for the present, but we'll come again. -- Serrell Times.

For every pain flesh is heir to try Peach Stone Liniment—Satisfaction and relief is the result— says a sufferer of 29 years standing.

Patterson's Peach Stone Liniment kills screw worms, bed bugs. and all kinds of insects—the ver dict of the Cattle King and wife of the aforesaid.

Mensman's Peptonized Beef Lonic, the only preparation of beef containing its entire nutritious properties. It contains blood-making, force-generating and life-sustaining properties; invaluable for Indigestion, Dyspepsia, nervous prestration, and all forms of general debility; also, in all enfeebled conditions, whether the result of exhauston servous prestration overwork or central design of the containing and properties. tion, hervous prostration, overwork, or acute dis-ease, particularly if resulting from pulmonary complaints, Caswell, Hazard & Co., Proprietors, New York. Sold by druggists.

We know that it is hard to tell the truth under all circumstances, but that it never bursts the conscience to

*Ladies, if you would be forever redeemed from the physical disabilities that, in thou-sands of cases, depress the spirits and abso-lutely fetter all the energies of womanhood, you have to get Lydia E. Pinkham's Vegeta-ble Compound.

We know people who will steal rather than work, yet stealing is labor.

*****A doubtful is worse than a certain finemy," and vice versa a certain friend is in-Knitely better that a doubtful enemy. Thus toidney-Wort is an incomparably better friend of the human race than whole catalogues full e doubtful nostrums. It is an unfailing remedy for that tormenting disease piles. It moves the bowels gently and freely, and thus removes the cause. Do not fail to try it faithfully either in dry or liquid form.

We know parents who have no more respect for their children than to use vulgarity in their presence.

With Diamond Dyes any lady can get as

CHARLOTTEVILLE, VA .- Mr. C. H. Harman, President of the Peoples' Bank, testifies to the value of Brown's Iron Bitters for relieving indigestion.

We know that the man who is nev-

he lives will always be a failure. MARIANNA, FLA.—Dr. Theo. West, says: "I consider Brown's Iren Bitters the best tonic that is sold."

er contented with the country in which

Rescued from Agonizing Death.

NEW YCRK.-Mr. James White, 1552 why is it that in every gathering the widows will carry off the partner from absence which sometime, even in Clickels' Riding School, in this city, under the very nose ef the spinster these days of steamer and railroads, said to a newspaper reporter: 'I, who is in the very flower-wall-flower lasts a year. And so heinous is it broke my shoulder, arm and elbow, considered to neglect this pilgrimage. Rheumatism set in and I employed the best physician. He tried everthing, discussed the advisability of putting but I grew worse, and at last he said: 'I have one more thing to try and if that fails nothing can give you relief, On the other hand, the Prophet and that is St. Jacobs Oil.' I used Carabas, or because has she been en- has promissed the following heavenly this great pain-reliever, and am able graces to all who piously make the to use my arm, free from all rheumatic trouble. I have also recommended the remedy to a number of people, and in every case they have been specdily and effectually cured."

We know persons who dress finer on a credit than most people do on a solid cash basis.

Mr. John Harris, Ennis, Tex., says: 'I used Brown's Iron Bitters for a broken-down constitution, and am now hale, hearty and well."

We know persons that will lie quicker on a credit than they would tell the truth for cash.

Mr. R. P. Rice, Hamilton, says: "My wife has used Brown's Iron Bitters with satisfaction. It has improved her appetite and strength."

The finest alterative and anti-bilious medicine on earth, is Sumaritan Nervine. \$1.50.

We know persons who complain because they live.

"The doctors said my child must die with spasms, Samaritan Nervine cured him." Wm. E. Tanner, Dayton, Ohio. At Druggists.

We know there is no such thing as bad luck, but that bad management is a common article.

OARLAND STA., KT., April 24th.

Gentlemen:—The demand for ALLEN'S
LUNG BALSAM is increasing constantly. The ladies think there is no medicine equal to it for Croup and Whooping Cough. C. S. MASTIN, Druggist.

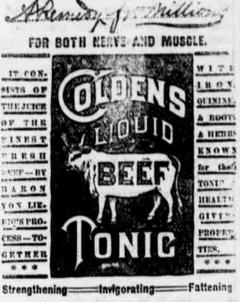
We know that the higgest fool is sometimes selected for the smartest

Like an Evil Spirit.

In olden times it was thought that evil spirits came in through cracks and keyholes. The generally approved way to keep them out was to plug up the keyholes and stop the cracks with cotton. Notwithstanding these preventive measures, the evil things had their own way and often came in as they pleased.

So comes malaria now-a-days. We try to keep it out of the keyhole and it comes in by the crack. We stop up the crack, and lo! it comes from a leak in the plumbing, or an opening from some neglected drain, or from some unsuspected source and unguarded direction.

We cannot always keep malaria out, but we can give it battle and drive its effects from our systems. If Brown's Iron Bitters is taken in time, malaria has not a ghost of a chance. This is the great family medicine. Your druggist sells it, and you ought to keep a bottle in the house.



AFFORDING BUILDING MATERIAL

OLDEN'S LOUID BEEF TONIC is pronounced by scores of white inns, and by thousands of people who have used it, to be the best known remed or Debility, Dyspepsia, Indigestion, Loss o Ippetite, Loss of Flesh, Lung Complaint.

Female Weakness, Gastric Irritability, M. larial Fever and many other diseases where tonics are required—differing essentiall; from all other Beef Foods and Tonice

the Blood and enrichesit, and is therefore a fine invigorant and corrective in cases of all chronic maladies which are associated with an impovershied to the regulating and nourishing properties of its great food tonic elements. It compensates for the loss of vitality, induced by Consumption, Catarrh or Bronchial and Throat affections. It will remedy Feminine Debility and reimburse the Female physique for those losses of vitality accompanying complaints peculiar to the sex. Mothers nursing their own children, and delicate women who expect to become mothers and bring up eigonous children should by all means use it. It will restore sufferers from Mental or Nercous Prostration arising from Over-work, Excesses of protracted Disease. It will cure Drunkenness and the Opium Habit—for as the appetite grows healthier and digestion more vigorous through the use of this Tonic, the unnatural craving dies away until totally extinct. Hishighly beneficial in Liver Complaints, Maiarial Ferer, and debilitating effects of Fever of any kind it has no equal. It repairs waste, improves Digestion and Appetite, and affords the Dyspeptic Invalid an easily assimilable article of food; and is so pleasant to the taste that the most sensitive palate will not IT IMPROVES THE QUALITY OF

of food; and is so pleasant to the taste that the most sensitive palate will not reject it. THAT THE MEDICAL PROFESSION and invalids generally may properly understand the merits of "Colden's Liquid Beef Tonic," an analysis by the eminent chemist, ARTHUR HILL HASSALL, M.D., F.R.S., of London England; and also an endorsement by the celebrated physician, Professo. SIR ERASMUS WILSON, F.R.S., LL.D., of Lendon are labeled on each bottle.

of London, are labeled on each bottle CAUTION. - Colden's Liga BEEF TONIC is an abbreviation its original name—"COLDEN'S LIU BIG'S LIQUID EXTRACT OF BEEF AN TONIC INVIGORATOR." Each bottle bears this original name—a mark of genuizeness. this original name—a mark of genuiners, which should always to observe the artificial ar & CO., Galveston, Texas.

VALUABLE TESTIMONIALS;

DUNN & SCHURK. Board ing and sales stables. 148
East 24th. St., bet. 3rd. and Lexington Aves.
N. W YORK, Aug. 1. 1825.
ELLIS SPAVIN CURE
CO.—DEAR SIRS; We were having an occasion to put a valuable horse in con the threw out a curb, in consequence of whica I would have sold him, at that time for three hundred dollars (\$350) or less. Hearing of Ellis's Spavin Cure Liniment, I tried it with good results. In two weeks the curb was rone and the horse going sound. I put him in condition again, and in two months we sold him for as many thousands as we valued him worth hundreds when he had the curb. The horse is at present boarding at our stable and being driven on the callous lumps of any kind, if praperly used Yours respectfully
DUNN & SCHURK.
STARRIN PLACE STOCK FARM,
FULTONVILLE, MONTGOMERY CO., N. Y. July 24, 1883. The Ellis Spavin cure co.—Gentlement
Remedies received in good shape. Send me a

FULTONVILLE. MONTGOMERY Co., N. Y.
July 24, 1883. The Ellis Spavin care co.—Gentlemen:

Remedies received in good shape. Send me a glass sign by express, to Fonda, well packed and I think it will come all right. Also send me some of those cards with a horse head and shoe on. I have taken off severa curbs, "on" very bad;" cared a case of Sweeney and Navicular disease with the Spavin Cure, and restored several word out horse, with the Powders. Yours res cetfully.

CHANDLER QUINTIN, V.S.

J. H. Whitson & Son, 2th St., N Y, says: "We have used Ellis's Spavin Cure in our stables for two years, and have tried it on the following with perfect success: Spilints, curbs, ring bones, bunches on the neck, swelled ankies, also quincy sore throat, and for general stable illusment it is the best article we have ever used"

"I wend gladly recommend your Spavin Cure to all, with perfect confidence as to the result," writes HC Perry, V. S., Eoston.

"We be leve Ellis's Horse remedies to be the best articles on the American market."—'traus & Immen, East 2th street, New York City.

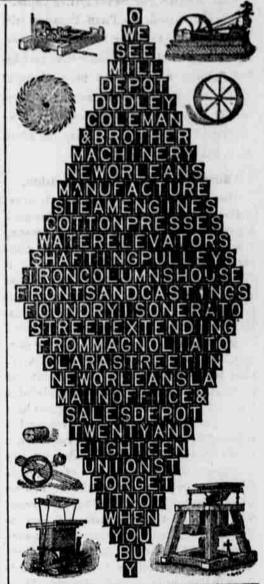
"Too much cannot be salitin praise of your most valuable remedies," says Langan Bros. NY: "We save produced results such as we have not been able to do with anyothers."

Send for free book of testimential-, describing all our specialties. ELLIS SPAVIN CURE CO., Boston, Mass., and New York City, N. Y.

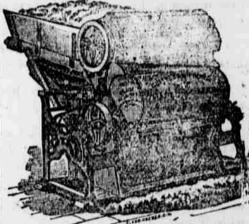
OATARRH CURED-Every case, no matter how had or discouragin, can be cared by the use of our Vapor Generating inhaler—the only rational treatment yet discovered for diseases of the air passages—does not fall. Can be used at home. Enclose 5 cent stamp for sum. phiet and list of questions. All skeptics write us a

DALLAS MEDICAL & SURGICAL INSTITUTE. 925 Elm Street, Ballas, Texas

Enrich and revitalize the blood by using YOUNG MEN learn Telegraphy here and cown's Iron Bitters.



The Gullett Improved, Light Draft MAGNOLIA COTTON GIN Feeder and Condenser.



Better Workmanship and Material, and Gives Better Satisfaction than any other Gin on the Market.

The Magno'is Gin has come in competition with nearly every Gin on the mar ket, at state fairs, etc., and in every instance has beaten all competitors, and taken the honors for fine samples, light draft and good work. and quick and good work.

First's Celebrated English Steel, imported direct from Sheifield only used Every Gin actually tested with cotton before shipment. Late imported the cotton before shipment and and ordered, have

provements theroughly tested and endorsed, have

increased reputation in every instance
DRANE & JOHNSON, Corsidana, Texas.
J. A. DAVIS, Galveston, Texas.
General Agents Write for varticulars
GULLETT GIN MANUFAC USING COMPANY. Postoffice, Amite, La.

DALLAS EYE & EAR INFIRMARY.

DRS. STANSBURY & MORGAN,

PHYSICIANS & SURGEONS, No. 1041 Elm-st, Dallas, Tex.

Specialties—All diseases of the EYE and EAR
GRANULATED EYE-LIDS and FANNUS of the COB

GRANULATED EYELIDS and FANNUS of the COR NEA CURED on a GUARANTY.

RUPTURE (Inguinal Hernia) CURED without Truss, in 12 to 15 days. Success guaranteed. PILES RADICALLY CURED in ten to iffteen days, without KNIFE, LIGATURE or CAUTERY—guaranteed. All surgical operations skillfully performed. References from the cured cheerfully furnished. WANTED—The names and address of every per sen in the state afflicted/with sore eyes.

Medicine furnished for Female Complaints, Kidney Troubles and Chronic Diseases generally.

sessend for Circulars.



STRONG'S SANATIVE PILLS FOR THE

LIVER.

C. E. HULL & CO., Box 650, New York AGENTS WANTED EVERYWHERE
Family Knitting Machine ever invented—wil
kuit a pair of stockings with HEEL and TOE
complete in 20 minutes. It will also knit a great
variety of fancy-work for which there is always a
ready market. Send for circular and terms to the
Twemby Knitting Machine Co., 162 Trement
seet, Boston, Mass.